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Today's Extension

University of Nebraska Cooperative Extension specializes in developing and delivering research based educational programs. We deliver those programs in a variety of ways including workshops, web based programs, on-farm research, small classes, satellite links and educational news releases in TV, radio and newspapers.

The Southeast Research and Extension District is a part of the Cooperative Extension Division and the Institute of Agriculture and Natural Resources. The Extension Educators and Assistants serve both rural and urban needs in the 28 counties in Southeast Nebraska.

Cooperative Extension is a partnership between the Federal Government USDA (11% federal funds), the Land Grant University (51% state funds), county government (15% county funds) and grants, contracts and fees (23% other funds).

The following stories highlight the accomplishments of the Southeast Research & Extension District in 2004.



Steve Tonn, Extension Educator is helping residents of Omaha's Zorinsky Lake watershed identify storm sewers to prevent dumping of harmful substances. Steve works with the citizens council and the 15,000 residents of the watershed.

Community and Residential Environment

The Community and Residential Environment Educators focus on protecting our natural resources through programs on water quality, waste management, sustainable landscaping and pest management.

Rural Living Clinics

In response to the increase in residential acreages surrounding metro areas, Extension provides Rural Living Clinics, electronic newsletters and a web site on issues related to septic and lagoon systems, well management, windbreaks, pasture management and farmland rental agreements. This year 413 acreage owners attended 10 Rural Living Clinics in Omaha, Grand Island, Lincoln and Columbus. The Acreage Owners e-newsletter is sent to 317 subscribers. Visit <http://acreage.unl.edu>.

Water

Water is an important focus in both urban and rural areas. The Urban Lakes watershed project works

with neighborhood councils on runoff pollution prevention. In partnership with Nebraska Department of Environmental Quality, five urban lakes have active educational efforts. Work with area contractors also keeps construction runoff from effecting nearby lakes.

Urban Lead Contamination

A partnership with the city of Omaha provides educational workshops in Spanish and English for residents and child care providers in the clean-up site. These workshops target children's diet, home care and landscape management. A \$187,000 environmental grant also provides demonstration sites for lawn and landscape management.

IPM in Schools

The Integrated Pest Management program for Schools is designed to train school personnel in the least toxic applications of insecticides. This year this program was held in 4 locations with 87 persons trained.



Gardening in raised beds is a good way to avoid working in soil contaminated by lead



Everything Homeowners Need to Know About Termites is a 3 hour workshop that has reached nearly 100 people



Acreage owner population is about 15,700 persons and will grow to 22,800 by 2025

Southeast Research &
Extension District

2004
Program
Highlights

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Research shows for every dollar of NEP funding, there is a projected health care cost savings of \$2.07-\$5.29



4-Hers learn about food safety



A local chef shows University of Nebraska staff how he applies what he learned in ServSafe Class

Nutrition Health and Wellness

Douglas County Health Inspectors find that when eating establishments have participated in the ServSafe class, there is a noticeable difference in their health inspections

Land grant universities work with the people they serve, to

• teach

• discover new knowledge through research

• extend the new and unbiased information across the state

Everybody Eats! Two messages of the Nutrition Health and Wellness team include the importance of nutrition and exercise and the importance of food safety. The team provides a variety of educational programs and electronic materials. UNL Cooperative Extension in Lancaster County Food Web site is rated "Among the Best" by Tufts University Nutrition Navigator (in top 8 of 22 food safety sites). This site had over 300,000 hits and is linked nationally to 76 other sites including the *USDA Food Reflections* e-newsletter which reaches 9,500 people in 73 countries. (For more information visit <http://lancaster.unl.edu/food/>.)

Food Safety

ServSafe classes focus on proper food preparation, safe food storage, food allergies, proper sanitation and safety and techniques to reduce food borne illness. ServSafe classes reached 661 managers and employees. Classes are offered in Spanish and English.

This year 15,410 individuals participated in programs related to issues concerning food safety. This includes Pork and Beef Quality Assurance, ServSafe for

food service managers and employees and handwashing educational programs.

Nutrition and Fitness

The Nutrition Education Program (NEP) reaches low income mothers and children and provides educational information about nutrition, food preparation and purchasing food. The NEP staff taught nutrition education to a total of 14,366 limited-resource adults and youth. As a result 72% of the participants showed improvement in one or more food resource management practices, 73% of the participants showed improvement in one or more nutrition practices and 59% showed improvement in one or more of the food safety practices.

Healthy lifestyle education programming continues to be an important topic. Over 21,000 individuals participated in programming related to healthy lifestyles including the 10,000 Steps for Health Program, ABC's of Good Health, community health fairs, school enrichment programs and day camps. Nutrition, exercise, stress management and other issues related to health and wellness are important topics in both rural and urban areas.

Building Strong Families

Approximately 500 people participated in a variety of parenting classes offered in southeast Nebraska. Evaluations from the educational programs indicate an improvement in the number of parents who praise their children for positive behavior.

Over 300 Child Care Professionals were trained in "Helping Children Resolve Conflict." There was a significant change in behavior of the participants related to: understanding the pitfalls to avoid when implementing conflict mediation, listing and understanding the steps in conflict mediation model and identifying types of aggression. One participant wrote: "The most important thing I learned was not to rob my children of the character development and life skills by solving things for them."

Guardianship Program and Parents Forever

The Guardianship Program and Parents Forever work closely with the court system to help parents and children.

Educators developed the Guardianship curriculum in cooperation with seven public and private agencies and have trained 20 guardians in the first year. The focus is on understanding responsibilities and knowing where to go for help.

Parents Forever is an educational program for parents focusing on helping children through divorce. 261 parents were trained this year and 82 youth participated in Kids Talk About Divorce. Parents gained skills in communication, understanding the stages of child development and creating parallel parenting plans.

Credit Card Blues

Credit Card debt is an issue facing more and more young adults. Many leave college with large credit card balances which hinder their ability to buy homes or cars. Credit Card Blues is an educational program for high school seniors to learn how to avoid excess debt by making knowledgeable decisions regarding credit. Nearly 1000 youth learned how they can avoid excess debt by making knowledgeable decisions regarding credit cards.

Food Production and Natural Resource Management



Ag Educators provide a wide variety of educational programs to increase agricultural production and protect the environment. They work with farmers and agribusiness representatives.

Ten to Twenty

Extension Educators are developing a curriculum for farmers Ten Ways to Boost Profits \$20 an Acre. Topics include "Crediting Legumes for Nitrogen, Using On-Farm Research to See What Works for You, and Setting Realistic Yield Goals.

Ten workshops are planned for Southeast Nebraska with a target of reaching 300 farmers. The goal of the program is to have an \$1.5 million dollar impact by 2006.

On-Farm Research

Extension Educators in Southeast Nebraska provide a variety of on-farm research projects each year. The projects focus on planting soil fertility, tillage and pest/disease management. Results from more than 100 on-farm research projects will be featured on the new On-Farm Research Web-site.



Farmer Rancher College

Farmer Rancher College is a cooperative effort between lending agencies, agribusiness and Cooperative Extension. Over 775 farmers, ranchers and industry representatives participated in regional workshops. The

focus is to provide high quality educational programs on marketing and risk management. Survey results indicate that producers estimate the value of the workshop at \$10.16 per acre annually or almost \$5 million statewide.

Diverse Agriculture

Extension Educators developed an annual conference known as Rural Advantage. The goal of the conference is to provide an educational opportunity to farmers and acreage owners on a variety of alternative agriculture products being grown in Nebraska, direct marketing strategies, financing, laws and regulations and e-tailing opportunities.

The Kimmel Research and Extension Center in Nebraska City is developing demonstrations sites for alternative crop production. The Kimmel Foundation in partnership with UNL and the Arbor Day Farm hosted a Wild Fruit and Nut Jam and several viticulture field days.



Precision Ag

The University of Nebraska Cooperative Extension works closely with the NETA Association on precision farming technologies. They host an annual conference in February and provide training on the latest in GIS/GPS technology and site specific crop management.

Cooperative Extension is also teaching workshops in Farming with Computer Technologies. The curriculum includes: basic computers, Internet training, e-agriculture and precision agriculture. Hands-on training with GIS/GPS technologies helps participants gain skills for their businesses.



Estimated average impacts on annual whole farm profitability for the Quad County Research Projects have been:

\$2,209 for planting research

\$5,338 for tillage research

\$3,842 for soil fertility

\$2,813 for pest management

Comments from participants in the Nebraska Soybean and Feed Grain Profitability Project (NSFGPP):

"From my starter fertilizer plots, I learned that 10-34-0 was as effective as a more expensive starter fertilizer. This has saved me \$5/acre annually on 500 acres of corn for the last 6 years. This has been a savings of \$15,000 for me."

"Since joining the program we have adapted a no-till corn, no-till soybeans, and biosolids program. In tillage costs alone, we have saved \$7 - \$8 per acre on 2,500 acres. I would recommend this program to anyone."

Focused Crop Management Training

CMDC Workshops For the past nine years Cooperative Extension has delivered a series of Crop Management Diagnostic Clinics at a specially designed site at the Agricultural Research and Development Center (ARDC) near Mead. In 2004, five public one day sessions were conducted with an additional two sessions for individual agribusinesses. A total of 458 individuals from 63 Nebraska counties and nine states participated with 63% of the participants representing agribusinesses. The participants reported that they manage or influence over 7,000,000 acres which potentially represents over half of Nebraska's row crop acres. Participants indicated that based on what was learned at the clinics, 8% planned on making changes in their business or operation and 72% probably would make changes. The estimated average value of knowledge gained and/or anticipated practice changes was \$5.52 per acre.

Soybean Management Field Days For the past six years Cooperative Extension has served as the educational partner with the Nebraska Soybean Board to put on the Soybean Management Field Days. The field days are held in four locations with 534 participants, 69% of whom were farmers. The 2004 participants represented 687,307 acres farmed or managed. Participants indicated that 94% would definitely (19%) or probably would (75%) make changes in their business or operation based on what they learned at the field days.

Solution Days For the past three years Syngenta Seeds and Crop Protection and the Nebraska Soybean Board have sponsored Solution Days at the Syngenta site near Goehner with programming provided by Cooperative Extension. In 2004 there were 224 participants: 48% farmers and 40% representing agribusiness, with 565,331 acres farmed or influenced. Twenty-one percent of the participants said they would definitely make changes as a result of what they learned, and an additional 73% indicated they would probably make changes.





Cooperative Extension delivers research-based knowledge through direct teaching, publications and new technology including satellite conferencing and internet video streaming



4-H Youth Development

For over 100 years 4-H has helped youth to mature into well-rounded adults. 4-H members work hard throughout the year to have animals and projects ready for the fair. They gain a sense of accomplishment and they earn the right to be proud of a job well done.

Youth in Governance

4-H is focusing on youth and adult partnerships with the goal of increasing youth leadership capacity and civic engagement.

The Butler County Youth Council represents all four high schools in the county. They meet with adult leaders to share ideas on ways to improve the community. Last year the group spearheaded a legislative bill on school driving permits.

Military Base Program

Recently, federal grant funding was awarded to Cooperative Extension to start a new 4-H program on Offutt Air Force Base near Omaha. The government hopes 4-H will provide children a familiar connection when their families are deployed to different locations. The science-based projects use the 4-H school enrichment curriculum to help children learn to think critically as well as foster interest in math, science, art and design.



Ag Awareness

Today fewer children have an opportunity to be connected to a farming operation through parents,

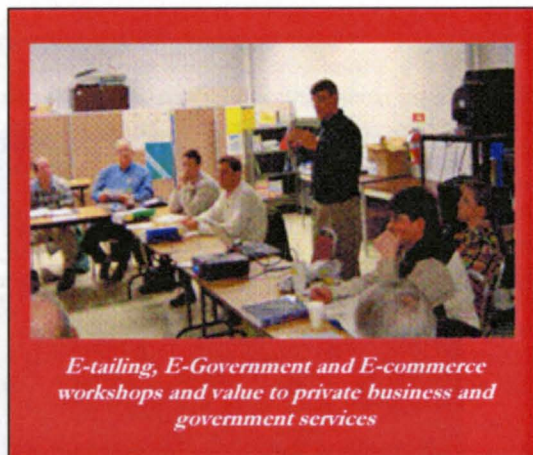


Youth learn about agriculture at festivals throughout the district



grandparents or relatives. The Ag Awareness program is designed to increase youth's knowledge and understanding of agriculture through classroom activities and visits to agriculture sites. Festivals are held across the district. Almost 7,000 students have attended festivals at the Agricultural Research and Development Center near Mead. Over 1,300 youth have experienced the program at the Lancaster Events Center. Festivals are also held in Dodge, York and Washington counties. The educational program is carefully matched with a school curriculum.

Teachers receive teaching packets about agriculture food production. Virtual tours and career information can be found at the web site <http://ag4kids.unl.edu>.



E-tailing, E-Government and E-commerce workshops and value to private business and government services

Community Development

Extension is working in both urban and rural communities to teach leadership skills, assist small businesses with electronic commerce and help neighborhoods and small towns plan strategies for the future.

Several programs in e-tailing, e-commerce, and e-government help business owners and government officials learn ways to use the Internet to efficiently connect with customers. Businesses reported the average proportion of revenue from Internet sales as high as 24.3%

Leadership/Plenty is a multi-week course to help strengthen the pool of leaders in communities and neighborhoods. The national program sponsored by the PEW Partnership for the Center for Civic Change teaches a variety of leadership skills that can be used in community organizations or on the job.

Growing HOPE (Helping Omaha's People Eat) was an urban community project. Volunteers and staff raised 2,700 pounds of produce for low income families.

University of Nebraska Cooperative Extension

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